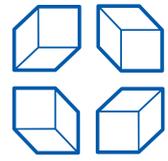


The ICEF Berlin Workshop

Connecting international educators and work & travel professionals with the world's best agents



InterContinental Berlin • November 02 - 04, 2014



ICEF

Connect. Recruit. Grow.

REPORT FROM THE ICEF BERLIN WORKSHOP 2013



The Potsdam Room – one of a number of spaces used for meetings

The ICEF Berlin Workshop grew again in 2013 welcoming 2 146 participants from 97 countries around the world - making this ICEF Berlin the largest ever. With 5% more total participants than in 2012, growth was seen in each of the event's key participant groups.

Prior to the event, participants pre-scheduled over 24 800 meetings and for the first time were able to book last minute appointments through the new Marcom Onsite scheduler after arriving in Berlin. Through Marcom Onsite, attendees could also access their schedules, take meeting notes, view the workshop programme, send messages to other participants and learn about event sponsors. Feedback on Marcom Onsite was very positive. Cristhina Starke from Wentworth Military Academy and Junior College (USA) said, *"I found Marcom Onsite super handy! I really enjoyed using it. ICEF continues to surprise me. The Berlin Workshop was impeccable"*.

Participants on the whole enjoyed the Berlin Workshop and found it to be a very good place to make new contacts and catch up with existing partners. Even with almost 1 000 agents at the workshop, the educators were very impressed by the high quality. This is testament to the success of ICEF's screening and selection process - meaning that only the best and most professional counsellors attend. *"The event was excellent – great organisation and great agent quality. The rigorous screening of the agents is a definite incentive for those of us who have to travel from so far away"* commented Shane Ball from Auckland Institute of Studies (AIS) St Helens, in New Zealand.

On registration day 45 seminars and industry presentations took place. Covering topics from visa processes to marketing, seminar rooms were filled to capacity in most cases. Agent, Chika Stella Eboh from Mediatrix Educational Services in Nigeria said *"The seminars were excellent as were the presenters, I am very happy I attended them"*.



A one-to-one meeting at the Berlin Workshop

The Berlin Workshop is known for its annual workshop party. Participants were able to wind down and get to know each other away from the meeting tables. The party which began with dinner also included a live band and DJ that kept attendees dancing well into the night.

During the event 12 agents passed the final exams for the IATC and CCEA. Of these agents 9 qualified as ITACs and 3 as CCGs. Further information about these agents and how to contact them can be found at www.icef.com and pictures of these agents can be found on ICEF's [Facebook](#) page. This takes the grand total to 482 ITACs and 62 CCGs spread around the world.

At the conclusion of the event, FAM Tours to 5 European countries took place. International agents were able to visit campuses in Belgium, Germany, Spain, Austria and Ireland.



Agents and educators network at the ICEF Berlin party



The band gets the party started